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Working Together for 4-H

in the Nation

**Federal Extension Service
United States Department of Agriculture**

WORKING TOGETHER FOR 4-H

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Just about everybody who wants to help with 4-H Club work can find a place—and a job already cut out for him or her! Thousands of capable and public-spirited men and women and older young people contribute valuable time, effort, and money each year to help youth to help themselves, and to further the prestige and influence of the program. Some serve as volunteer local club leaders. Some belong to 4-H councils or other advisory groups who have a large share in shaping and guiding 4-H programs at State, county, and community levels. Some are civic and service club members.

Many nationally organized commercial and industrial firms are 4-H donor groups, providing scholarships, awards, and special funds. A relatively small staff of paid extension workers handle the training and planning at county, State, and Federal government levels.

A teamwork proposition.—Three principal groups lead as a team in various phases of national 4-H Club activities: The Cooperative Extension Service of the United States Department of Agriculture and the land-grant colleges and universities, the National 4-H Club Foundation, and the National Committee on Boys and Girls Club Work. Each follows a clear-cut pattern of working together for 4-H in the Nation.

Each group has its own individual set of duties and all join to achieve the overall aims of helping 4-H members learn to make the most of their talents and abilities, to apply science in improving farming and homemaking methods, and to render better service in their communities. Their long-range goals are to promote character and leadership development and to build toward good citizenship.

THE COOPERATIVE EXTENSION SERVICE

The official framework supporting 4-H Clubs, as in other Extension programs, centers in a three-way partnership of the United States Department of Agriculture, the State land-grant colleges and universities, and the county governments. Each of these has a unique and important place to fill.

Fortunately, it is not as hard as it might appear for the Department of Agriculture and the 51 separate State and Territorial extension services to

work out effective common policies and programs. Through the Extension Committee on Organization and Policy, and its various subcommittees, a smooth-running mechanism functions. The subcommittees usually include both State and Federal staff members. A good example of result-getting efficiency is that of the Extension Subcommittee on 4-H Club Work. This committee gives continuous attention to 4-H program and policy matters and makes recommendations to the Organization and Policy Committee for appropriate action.

Friends of 4-H.—Many types of counseling groups and special 4-H committees are made up of civic-minded citizens. Members render valuable assistance as advisers and supporters of 4-H Club work in rural areas, towns, and cities where clubs are organized. They include parents, businessmen, teachers, older 4-H'ers, and others who give generously of themselves and their means. These friends of 4-H serve enthusiastically and effectively to establish, encourage, and guide 4-H Clubs for the greatest personal growth of members and fullest service to the community.

National and State leadership.—The Federal Extension Service gives national leadership to the 4-H program and the State extension services give State leadership. The Division of 4-H Club and YMW Programs in the Federal Extension Service offers general leadership, in cooperation with the States, to develop policies, plans, programs, and operations in the field of youth. This office maintains relations with allied youth organizations and agencies, and provides assistance on all matters relating to extension work with young people.

All divisions of the Federal Extension Service play a leadership role in planning 4-H programs in their different areas of assignment. Extension subject matter specialists—both State and Federal—are the program leaders for the various 4-H home economics and agricultural projects as well as for adult extension work. These specialists prepare literature, cooperate on events related to their project fields, help train the extension agents, and sometimes make presentations before groups of 4-H volunteer leaders.

Through literature, assistance of agents and leaders, and other means, the latest findings of agricultural and home economics research are extended to 4-H youth according to members' basic needs and interests. Results of other public and private research related to youth development are also drawn upon. Extension workers wherever they serve lead in program planning, reporting and evaluating program results, and supplying public information for press, radio, television, and other media.

The public wants to know.—An ever growing number of inquiries for 4-H information reach the Federal, State, and county extension offices. Others, of course, are received by the National Committee and the 4-H Club Foundation. Requests are for facts and background material, human interest stories, photographs, and other items to be used in magazines and newspapers, encyclopedias and yearbooks, business and industrial publications,

films, radio and television broadcasts, and the like. Some relate to the use of the 4-H Club name and emblem.

Authority for approving use of the 4-H Club name and emblem—to prevent its exploitation for personal gain—lies, by act of Congress, with the Secretary of Agriculture. The Secretary, in turn, delegates the authority to the Federal Extension Service. The Federal Extension Service delegates authority to the State extension services to use the name and emblem for educational purposes within their own borders.

The National 4-H Foundation and the National Committee on Boys and Girls Club Work are granted a continuing authorization, under general guidance of the Extension Service. Authorizations are also sometimes given on request to private and commercial groups for limited purposes and for specified periods.

THE NATIONAL COMMITTEE ON BOYS AND GIRLS CLUB WORK, INC.

Since the beginnings of 4-H work in the early 1900's, public-spirited citizens like those on the National Committee on Boys and Girls Club Work in Chicago have been offering assistance above and beyond that provided by public funds. At first such efforts were largely local and uncoordinated, but as the 4-H program grew, a few far-sighted leaders in Extension and business saw the need for a clearing house for national 4-H awards and incentives. So in 1921, the National Committee was formed as a liaison agency between Extension, agriculture, and industry.

Committee purposes.—As a voluntary, nonprofit corporation, the National Committee gives support and cooperation to the Extension Service in furthering 4-H work. Organization objectives are:

To aid the Extension Service in advancing the membership, leadership, and influence of the 4-H program.

To enlist the support of business and civic organizations in providing 4-H awards, educational materials, and other services.

To coordinate and guide the efforts of donors in accordance with policies and needs expressed by the Extension Service.

Committee organization.—The 30 directors and members of the National Committee are all volunteers—key business executives, civic and agricultural leaders, educators, and other individuals who determine broad policies and plans which are then translated into reality by the Committee's paid staff of workers.

The National Committee's Program

4-H awards.—Much of the work of the organization centers around the program of awards to 4-H boys and girls who have done outstanding project work. Through the Committee more than 50 companies, foundations,

and individuals provide funds annually for 4-H awards, incentives, leader training, and the administrative costs of conducting the program of work. As a means of recognizing and encouraging 4-H members, these interested donors annually provide some 200 college scholarships and fellowships, more than 1,000 educational trips, 150,000 medals, together with savings bonds, watches, and hundreds of other awards.

Several donors provide major financial support for training volunteer leaders in specific programs. Others contribute notably by publishing educational materials beneficial to extension agents, club leaders, and 4-H members.

National 4-H Club Congress.—An outstanding national event on the 4-H calendar is the annual 4-H Club Congress in Chicago—a culminating feature of the 4-H award programs. Jointly planned and conducted by the Extension Service and the National Committee in cooperation with 4-H donors, it is held the week after Thanksgiving at the same time as the International Live Stock Exposition.

Delegates to the Congress are about 1,300 4-H boys and girls who have won State and regional honors in the various award programs. During the event about 200 of them are named as national winners of college scholarships. Adults attending the Congress include extension agents, local leaders, business officials, international visitors, press-radio-television representatives, and other guests.

4-H supplies.—Early in its existence, the National Committee received requests for medals, banners, and other items bearing the 4-H emblem. Today the Committee's supply service stocks more than 800 4-H items including flags and banners; medal and trophy awards; clothing and jewelry items; recreational and party items; and pins, chevrons, and other symbols of membership. Shipments are made from National Committee headquarters to all the States and Territories, and a number of foreign countries on a nonprofit basis.

"National 4-H News."—The only national magazine devoted exclusively to the 4-H program is "National 4-H News." It began in 1923 and today has a circulation of more than 80,000. Published primarily as an aid to volunteer 4-H leaders, this magazine is useful to extension agents as well. Its editorial and advertising columns provide an exchange of 4-H ideas and help to acquaint more people everywhere with the scope and importance of 4-H work.

Information services.—In helping to tell the story of 4-H Club work, the Committee carries on a consistent, year-round information program. The largest single opportunity for focusing the attention of the Nation is, of course, the National 4-H Club Congress, when 4-H activities receive widespread attention in the Nation's newspapers and on the air.

However, Congress coverage is but a small part of the vast volume of 4-H news emanating from the Committee. During an average year, staff members distribute more than 200,000 copies of news releases and mats, and

arrange for an estimated 6,000 radio-television salutes, interviews, and newscasts for the Congress, the National 4-H Conference, National 4-H Club Week, and other occasions. The information program includes award program news releases, 4-H photos and story material for farm and teenage magazines, book publishers, and donor publications; and assistance with 4-H calendars, 4-H Congress film footage, and other information features.

Other assistance.—In order to implement all phases of organizational activity, numerous field contacts are essential—as at various meetings, workshops, and special events. Through these, the Committee keeps in touch with Extension needs and counsels donors on their cooperation with 4-H, evaluates Committee services, and suggests new fields of endeavor.

The 4-H program, under the supervision of the Extension Service, has from its earliest days held to the highest objectives and ideals. The National Committee has always been grateful for the opportunity to give national impetus to the “citizen side” of 4-H support.

THE NATIONAL 4-H CLUB FOUNDATION

The National 4-H Club Foundation—established by the Cooperative Extension Service on November 18, 1948—is a nonprofit, educational organization carrying out several programs that can best be financed and arranged outside the Government. It is headquartered in Chevy Chase, Md., adjacent to Washington, D. C.

Its work is financed completely by private contributions. Fund-raising is spearheaded by the Foundation’s 4-H Builders’ Council—a group of youth-interested men and women representing different segments of the economy. The Foundation coordinates the Council’s work and gives leadership to national fund-raising efforts.

The Foundation is guided by a board of trustees of 11 members. Eight represent the State extension services. Two are named by the Federal Extension Service. One represents the Executive Committee of the American Association of Land-Grant Colleges and State Universities.

The Foundation’s Program of Service

For more than a decade, the Foundation has explored and pioneered new areas of service to 4-H. It established a National 4-H Club Center. It pioneered an experimental discussion project, and a broad program in human development and human relations training for extension work. It operates the International Farm Youth Exchange.

National 4-H Center.—The Center was bought by the Foundation in February of 1951, and was immediately leased to the Government to house a secret defense project. In 1958, the Center launched a large-scale remodeling program and assumed its new status as focal point for all Foundation programs serving youth.

4-H members and leaders aided the Center’s development by contributing nearly \$130,000 through the Share and Care program; and the Ford and

Danforth Foundations provided grants of \$490,000 and \$200,000, respectively, to remodel the property. Royalties from a national 4-H calendar program provide a continuing support basis.

Experimental discussion project.—In line with its policy of exploring and developing new ideas and programs, the Foundation during 1953-55 conducted an Experimental Discussion Project for Rural Young Adults in behalf of the Cooperative Extension Service. This was the first exploratory project completed by the Foundation and, since that time, other projects such as 4-H Automotive Care and Safety have been developed.

Human development and human relations.—Through this unique program, the Foundation has held workshops for extension workers, helping them to acquire skills in understanding and working with young people. The Foundation has also provided consultant help in this area upon request in various States.

The International Farm Youth Exchange

How "IFYE" began.—Following World War II, a national committee of county, State, and Federal extension workers spent part of 2 years seriously considering 4-H postwar programs. Out of this study came various materials, including 10 guideposts for developing future 4-H programs. The 10th guidepost was "Serving as Citizens in Maintaining World Peace." Across the Nation, members and leaders laid plans for implementing it.

Young people and their leaders, who were interested in helping create conditions for peace, started IFYE. They reasoned that an exchange of rural youth between the United States and other countries would clear up many misconceptions between peoples, and promote understanding of each others' aims and problems. Extension officials encouraged and supported them.

The first exchangees were 6 young British farmers who came to America late in 1947, and 17 American delegates who left the middle of 1948 for 7 countries of western Europe.

How "IFYE" works.—As a people-to-people program for furthering understanding with those of other lands, IFYE conducts two-way exchanges of rural young people. It arranges for participants to actually live and work on farms and in rural communities in this country and other countries for about 6 months. Through this experience, the United States delegates who go abroad and the exchangees who come here are able to acquire a closer acquaintance with their hosts and their host country.

After returning home, the young men and women carry on an extensive reporting program to share their experiences with others. Reports from former United States delegates show a total of 72,000 talks given to nearly 6 million people. Additional millions of people have been reached through mass media. Nearly 7,000 appearances on radio and television programs have been made, and delegates have either written or had written about them approximately 32,000 newspaper and magazine articles.

In the United States, IFYE is conducted jointly by the National 4-H Club Foundation and the Cooperative Extension Service. In cooperating countries it may be conducted by a rural youth organization, a committee representing several organizations, or the Ministry of Agriculture.

Scope of participation.—Between the time the exchange started in 1948, and the conclusion of the 1957 exchange, a total of 894 United States delegates representing 44 States and Alaska had gone to 58 other lands. During the same period, 1,032 exchangees from 60 countries had come to the United States to live and work with farm families in 45 States, Alaska, Hawaii, and Puerto Rico. More than 8,000 United States farm families, an average of 8 per exchangee, have served as hosts to these "grassroots ambassadors."

Addresses for writing to request various kinds of information and assistance on 4-H Club work are:

Administrator, Federal Extension Service
U. S. Department of Agriculture
Washington 25, D. C.

Director, 4-H and YMW Work
Federal Extension Service
U. S. Department of Agriculture
Washington 25, D. C.

Director, National 4-H Club Foundation
7100 Connecticut Avenue
Washington 15, D. C.

Director, National Committee on
Boys and Girls Club Work, Inc.
59 East Van Buren Street
Chicago 5, Illinois

Cooperative Extension Work: United States Department of Agriculture and State Land-Grant Colleges and Universities Cooperating.

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